



SBA Number: PR09-16  
Date: 9/14/09  
For Immediate Release

Contact: Christopher Lorenzana  
[christopher.lorenzana@sba.gov](mailto:christopher.lorenzana@sba.gov)  
714.560.7453

## **Laguna Beach Firm Finds the Source to Resume Entrepreneurial Activities**

*SBA's ARC loan program allows Laguna Source to pay off debt and launch second, online venture*

Jeff Schwartzman and Dan Boersma founded [Laguna Source](#), located in Laguna Beach, a little over 2 1/2 years ago, after working together in the staffing industry for over a decade. After years of successful work experience within larger staffing firms, they decided to go into business for themselves with their own firm, specializing in the health care and biotechnology industries.

Laguna Source is a national search firm specializing in full-time permanent placement. The company places top candidates within the biopharmaceutical, healthcare, biotechnology, medical device, financial services and information technology industries. Relationships with some of the biggest firms in those industries helps make Laguna Source's clients feel confident that the recruiting experience will be efficient and highly effective. Laguna Source has developed several cutting edge proprietary software applications (ATS, Intranet and ResuWe.com), which streamline the recruiting process.

The initial obstacle Jeff and Dan overcame in starting the business was the lack of a loyal client base. The early stages of the recession also challenged Laguna Source as their ability to generate revenue declined due to the fact that many clients were no longer in the position to work with external recruiters to staff hard-to-fill positions. Developing their proprietary Applicant Tracking System, which went live in April, has proven to be a key asset helping Laguna Source pull through the tough times and increase both placements and revenue.

While Laguna Source's founders haven't always been entrepreneurs, it didn't take long for the two of them to begin planning their next venture. Before they could do that, however, they knew it would be necessary to free up some working capital. Jeff and Dan learned about SBA's [America's Recovery Capital loan program](#) and decided to pursue a loan through Wells Fargo Bank.

ARC loans provide an immediate infusion of capital to small businesses to assist with making payments of principal and interest on existing debt.

ARC loans are interest-free to the borrower, carry a 100 percent guaranty from the SBA to the lender, and require no fees paid to SBA. Loan proceeds are provided over a six-month period and repayment of the ARC loan principal is deferred for 12 months after the last disbursement of the proceeds. Repayment can extend up to five years.

An ARC loan allowed Jeff and Dan to focus on their second venture, [ResuWe.com](#), a free resume optimization and job search website. ResuWe.com lets job seekers easily reformat their resumes

based on the standards preferred by companies and recruiters alike. Jeff and Dan receive and review hundreds of resumes on a daily basis, so ResuWe.com was built from a recruiter's perspective and a combined 25 years of experience in the industry was put into the site's development. They found that many job seeker's resumes utilize poor templates and are missing basic key words that would allow the hiring company to better match their background to the open position.

ResuWe.com allows job seekers to easily parse their resumes into a template which is more readable and add key words which increase the likelihood of the company reading their resume. Future plans call for ResuWe.com to develop into a full service job search site.

ResuWe.com was developed as a means of helping job seekers improve their resumes and enhance their overall job search techniques. As Dan stated, "ResuWe.com is fighting unemployment as the site is free for job seekers to use and provides extensive tools and techniques geared towards educating job seekers about the best practices for conducting a job search." ResuWe.com was launched, fittingly enough, on September 7th - Labor Day!



**Laguna Source and ResuWe.com founders, Jeff Schwartzman and Dan Boersma**